

1892

PRICE ONE CENT.

NEW YORK, MONDAY, OCTOBER 10, 1892.

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Fifth Anniversary Number.



1492

LOOKING ACROSS 400 YEARS.

1892

THE EVENING WORLD is five years old to-day. And it is celebrating its anniversary in a manner that becomes an alert, energetic and untiring servant of the people.

It may have its holiday clothes on, and there is no denial of the fact that it feels the widespread exhilaration that is part and parcel of the pending Columbian festivities, but it is furnishing the news right off the reel as usual, and there is nothing that the public wants to know or ought know about the goings-on in this immediate neighborhood and also to the remotest reaches of civilization up to the hour of going to press to-day that has been forgotten or overlooked. The telegraph wires have thrrobled with stories of fighting, crime, and wicked achievement, and reporters have sought information as zealously and furnished it as felicitously as if this were an ordinary day in the history of THE EVENING WORLD.

Which it is not. It is a great day, and THE EVENING WORLD puts a large red mark along side of it, and rejoices that it is here.

You should have been at the banquet that it gave its friends this afternoon. Down in the glistening press-rooms in the basement of the Pulitzer Building, where enterprise, intellect and mechanism blend in a double-feast daily for the people. There was a celebration that would have made your eyeballs jiggle had you looked in upon it. The

dishes were the finest the occasion called for. This was the card:

MENU.

October 10.
1887. EVENING WORLD'S 1892.
FIFTH ANNIVERSARY.
Public Confidence.
Appreciation. Commendation.
Popular Support.
Growth. Influence. Prosperity.
Encouragement.
Law-Lovers' Hope.
Wrong-Doers' Hate.
Everybody's Admiration.
Friends. Loyalty. Love.
Warm Welcome in Homes.

THE EVENING WORLD, radiant as a bright July morning, with the r-r-r-r-r-r-r-r-r-r of the giant printing machines ringing all around him, sat at the head of a sumptuously laden table with Public Service on his left and News on his right, while Brooklyn Edition, Circulation, Features, Christmas Tree, Sick Babies Fund, House and Home, Extra Editions and other journalistic dignitaries had prominent places at the board. Among the guests, too, was old Where-Was-I-At, an eccentric embodiment of contempo-

rary rivalry in the newspaper line, who was invited to the feast that he might learn something of the spirit and substance of enterprise and be taught a lesson in news-gathering and news-writing, as well as in public duty that he sorely needs. The faster the presses whirled and the louder grew their song, the greater the enjoyment of all at the feast, with the exception of green-eyed Where-Was-I-At, whose heart seemed to waltz every time one of the machines put on an extra spurt of speed. He lost his appetite when his eye had travelled down the list of delicacies. Many of the dishes were new to him, and those that did not startle him he was simply offensively acquainted with either to know by name or by sight. He had been at a dinner before. But he kept his seat, he waited and wondered. And when the talking point was reached may be he didn't open his ears and do some tall listening.

"Friends," said THE EVENING WORLD as soon as the first toast was reached "let us drain this bumper to the year's work that has just ended. It was the first year of my service for the people. During it I fought for the good of the people, for the advancement of every cause that justice, charity or public welfare put forward. My loyalty was steadfast; my love was unwavering. With Public Service and Circulation by my side I opposed evil unrelentingly and promoted truth and

honestly untrifling. The battle flags we have won are even more numerous than in former years. Our halls are thronged with trophies. The exulting song of victory has been forever on our lips and the huzzahs of the commanding populace have been always ringing in our ears. We have done well by the people and they have done well by us. We enjoy increased prosperity and the measure of our influence grows day by day. We have the confidence, the love, the admiration, the support of the people and we stand to-day where no other evening paper stood before, leading in everything that makes journalism successful, respectable and profitable."

"We are larger to-day than we were on Oct. 30, 1891. We now give the people 16 pages for their penny where formerly we gave them but four. The additional two pages entailed a heavy increase of expenses, but the people had dealt generously with us, and merchants had made such encroachments on our columns with their advertisements that we felt it our duty to enlarge. We appeared as a regular six-page paper on March 10, the same day, by which that Brooklyn Edition was first opened to the eyes of our readers. An excellent intellectual bill of fare is now served in the forty-eight columns that we print. There is something for everybody and everything for somebody.

"Our celebration." THE EVENING WORLD

continued, "fits nicely into the Columbian programme. Four hundred years ago the great explorer, Columbus was not so decorated as this hourglass, but he left his mark on the road to fame. His whole reputation rests on the fact that he had an idea that the world was round. If Christopher Columbus were alive to-day he would have to amend his original idea, so as to include the assertion that the world is round, and that it is not, when anything of importance was happening anywhere. But a marvel of modern enterprise like THE EVENING WORLD was beyond the wildest imaginings of even the fantastic world-traveler. If he had said to the Council at Salamanca that he was going on an expedition to discover if the world was round, they would place the man in a strait-jacket. But now, when the world is round, and what was happening in the hands and before the eyes of hundreds of thousands of readers—news from points ten thousand miles away, as well as news at the doors of their own homes—they would have made a mistake in the top of his head with a compass and looked for grass-hoppers in his brain-pan. Ferdinand and Isabella would have sent him to an asylum for idiots, and even the good friar, whose friendly offices helped Columbus to gain the royal favor, would have looked suspiciously towards him out of thought and indignation. It is a world that cannot be created by a whimsy. But, here, that small globe!"

same, and these palpating presses tell the tale of my existence, and of the extent of it likewise. These are the founts that the people drink from every day. These are the source of all the good that is done for the public. News from everywhere flows through these wonderful machines. Time and distance disappear before the marvellous power of the press. The news of the *Evil* Woman on the charts or maps that Columbus pored over, and in the whole realm of thought of his day there was not a hope or a theory upon which such magnificent achievement as *THE EVILING* World is a foremost example. If I do say it myself, might be true.

Public service was next toasted.

"I hardly know where to begin," he responded, "from the very first I have been the guiding star of *THE EVILING* World's policy. It has always been the paper of the people, and its duty has always drawn it close to the lives of the people and bound it firmly to their cause. I am rather proud of what I have done, and although it may sound egotistical I cannot help saying that my co-operation with *THE EVILING* World has benefited the community in many respects. First of all, didn't we secure *Cleaner Streets* for our *Abhorred* metropolis of the *Western*

A stylized, swirling graphic design, likely a book cover or a decorative page. The central figure is a person or animal, possibly a dog, depicted in a dynamic, almost dancing pose. The figure is surrounded by swirling lines and patterns. Text elements are integrated into the design: "BROOKLYN L' AROD WAR" at the top, "EXPOSURE OF DR. DONOVAN" in the middle, and "BROOKLYN HARBOR" at the bottom. The design is framed by a decorative border. The overall style is reminiscent of early 20th-century book design or political posters.

CLEAN STREETS

Christmas Tree

CHINESE SUNDAY SCHOOL

SPORTING EXTRA

WIFE CONTEST

DAILY NOVELETTE

A decorative scroll listing four items: NEWS RECORD BROKEN, HUSBAND CONTEST, HOTEL ROYAL FIRE, and DEATH OF MR ASTOR.

CONVENTIONS

1899

SICK
BABIES
FUND

EVERY RIVER PARK CONCERTS

COLORED EDITIONS

BROOKLYN L' ROAD WAR

EXPOSURE OF DR. DONOVAN

BROOKLYN HANDLER